Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 - 5 (Cancelled)

6. (Currently Amended) An electronic commercial transaction supporting system, comprising:

a shop, connected to a network, configured to present merchandise to customers via the network; and

a business information management system connected to the network, wherein said shop includes:

a correspondence generating unit configured to specify correspondence relations between attributes that are objects of interest for a plurality of respective customers and attributes of the merchandise in an electronic commercial transaction at an actual stage of the electronic commercial transaction, based on an equivalence relation which satisfies a reflexive law, a symmetric law and a transitive law, the correspondence generating unit also configured to extract, by a cellular decomposition operation, one or more of the specified correspondence relations as a common subspace satisfying a necessary condition for concluding the electronic commercial transaction by decomposing a set of attributes into nonempty disjoint equivalence classes according to the equivalence relation;

a table associated with the shop and configured to record the extracted correspondence relations; and

a correspondence presenting unit configured to present the extracted correspondence relations to subsequent customers in subsequent electronic commercial transactions in a manner such that the common subspace satisfying a necessary condition for concluding prior electronic commercial transactions is attached to cellular spaces corresponding to the

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subsequent customers in the subsequent electronic commercial transactions by a cell

attaching operation,

wherein, the specifying of a correspondence relation between attributes that are

objects of interest for the plurality of respective customers and attributes of the merchandise

comprises:

specifying a correspondence relation between search information input by the

customer at the time of a search and information about merchandise selected by the

customer in concluding the electronic commercial transaction and

inspecting a history of prior electronic commercial transactions to determine whether

the specified correspondence relation is a new correspondence relation because the

search information was not previously corresponded to the information about the

merchandise presented by said shop, and

where the specified correspondence relation is a new correspondence relation, the

search information defining the new correspondence relation is corresponded to

information on the merchandise selected in concluding the electronic commercial

transaction as a new attribute and recorded in the table in real-time, after the

conclusion of the electronic commercial transaction,

wherein the correspondence presenting unit is configured to read out and present the

correspondence relations stored in the table at a stage of a subsequent electronic commercial

transaction, and

wherein said business information management system includes a functional block

configured to refer transversely to respective tables of a plurality of shops.

7. (Previously Presented) A system according to Claim 6, wherein said business information

management system further includes a second functional block configured to detect a desired

correspondence relation from said correspondence relations recorded in the table of any of said plurality of shops.

8. (Previously Presented) A system according to Claim 7, wherein said business information management system further includes a third functional block configured to present the detected desired correspondence relation at an actual stage of an electronic commercial transaction at another shop.

9. (Previously Presented) A system according to Claim 6, wherein said shop further includes a local business information management block configured to manage the table.

10. (Previously Presented) A system according to Claim 7, wherein said shop further includes a local business information management block configured to manage the table.

11. (Previously Presented) A system according to Claim 8, wherein said shop further includes a local business information management block configured to manage the table.

12. (Previously Presented) A system according to Claim 9, wherein said local information management block includes a maintaining functional block configured to inspect accumulating correspondence relations and to suitably modify the correspondence relations.

13. (Previously Presented) A system according to Claim 10, wherein said local information management block includes a maintaining functional block configured to inspect accumulating correspondence relations and to suitably modify the correspondence relations.

14. (Previously Presented) A system according to Claim 11, wherein said local information management block includes a maintaining functional block configured to inspect accumulating correspondence relations and to suitably modify the correspondence relations.

15. (Previously Presented) A system according to Claim 12, wherein said maintaining functional block is configured to detect mutually-contradicting correspondence relations among the accumulated correspondence relations and to keep the more appropriate correspondence relation while deleting the other correspondence relation from the table.

16. (Previously Presented) A system according to Claim 13, wherein said maintaining functional block is configured to detect mutually-contradicting correspondence relations among the accumulated correspondence relations and to keep the more appropriate correspondence relation while deleting the other correspondence relation from the table.

17. (Previously Presented) A system according to Claim 14, wherein said maintaining functional block is configured to detect mutually-contradicting correspondence relations among the accumulated correspondence relations and to keep the more appropriate correspondence relation while deleting the other correspondence relation from the table.

18-22 (Cancelled)

23. (Currently Amended) An electronic commercial transaction supporting method, comprising:

        providing an e-mall having at least one e-shop, including:

                an e-merchandise database, and

an attribute correspondence table;

recording, within the e-merchandise database, an initial set of product attributes associated with a plurality of products;

receiving a first customer query from a first e-customer via a network, said query including a set of first search attributes;

presenting, to the first e-customer, first product results including at least one product selected from the plurality of products, the first product results based on:

the initial set of product attributes, and

the first search attributes;

detecting if the first e-customer purchases a first product selected from the first product results;

determining, in real-time, after the purchase of the first product has been placed, if any attributes of the first search attributes did not previously exist in the attribute correspondence table, and for each such attribute:

defining such attribute as a new attribute, and

recording at least one new correspondence relationship between the new

attribute and a product attribute that is associated with the first product in the attribute

correspondence table; and

for at least one iteration:

receiving a subsequent customer query from a subsequent e-customer, said

subsequent customer query including a set of subsequent search attributes;

presenting, to the subsequent e-customer, subsequent product results including at

least one product selected from the plurality of products, the subsequent product

results based on:

the initial set of product attributes,

the subsequent search attributes, and

the correspondence relationships recorded in the attribute correspondence

table;

detecting if the subsequent e-customer purchases a subsequent product selected from

the subsequent product results;

determining if any attributes of the subsequent search attributes did not previously

exist in the attribute correspondence table, and for each such attribute:

defining such attribute as a new attribute, and

recording at least one new correspondence relationship between the new

attribute and a product attribute that is associated with the subsequent product

in the attribute correspondence table.

24. (Previously Presented) The electronic commercial transaction supporting method of claim

23, further comprising:

providing a business information management system, wherein the business

information management system receives at least one of the first and subsequent customer

queries, and wherein at least one of the first or subsequent product results are also based on

correspondence relations recorded in attribute correspondence tables of any of a plurality of e-

shops.

25. (Previously Presented) The electronic commercial transaction supporting method of claim

23, further comprising:

detecting mutually-contradicting correspondence relations among the correspondence

relations in the attribute correspondence table;

defining an apparently false correspondence relation from the mutually-contradicting correspondence relations based on statistical analysis; and

deleting the apparently false correspondence relation from the attribute correspondence table.